



WorkSafeBC

*Presentation to
Montana Labor-Management Council
On Workers' Compensation*

Social Marketing
August 7, 2007

“Oh, there’s probably several days a week that I’m driving down the road and all of a sudden it hits me that he’s in a wheelchair.”

Mother of Injured worker

“And I lost three fingers. I don’t know any other girls who have lost three fingers.”

*Jennifer Fourchalk
Injured worker*

Jennifer's story...

- On October 7, 1999, Jennifer Fouchalk, 19 years old, was injured in a pizzeria
- She had just started her working career
- She didn't get much training

This is her story...

BC's Problem

- Last year, nearly 59,000 BC workers suffered a short-term disability injury and 160 BC workers (99 traumatic/61 occ. disease) died as a result of their employment
- The human cost of a workplace injury, disease, illness or fatality is horrific
- The financial cost is staggering

WorkSafeBC's Priorities to 2010

- *Keeping the health and safety promise* : Workers and workplaces safe and secure from injury, illness, and disease
- *Our service commitment* : Making a difference, one human being at a time
- *Our commitment to our team* : Matching organizational capacity to customer demand
- *Transforming societal attitudes* : Work-related death, injury, illness, and disease are not an inevitable and acceptable cost of doing business
- *Protecting the financial integrity of the system*

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- **Protecting the financial integrity of the system**

Who or what is WorkSafeBC?

- WorkSafeBC is an independent provincial statutory agency
- We serve 2.2 million workers and about 188,000 employers
- We exist under BC's Workers Compensation Act, which provides us various administrative powers
- We are the regulator and promoter of workplace health and safety and the sole provider of workers' compensation
- We are funded through insurance premiums paid by registered employers and through investment returns
- We are a no-fault system based on "the historic compromise", which created us in 1917

BC's Historic Compromise

- BC workers gave up the right to sue their employer or fellow workers for a workplace injury in exchange for ready access to wage-loss compensation and return-to-work rehabilitation benefits
- BC employers were protected from lawsuit in exchange for paying the cost of the workers' compensation system through payment of insurance premiums

Key Statistics

(all figures 2006 unless otherwise stated)

• Injuries first reported	173,014
• Phone calls received (per day).....	23,000
• Documentation rec'd (pages per day)	15,500
• Health and Safety Inspections.....	20,267
• Inspection reports issued.....	26,000
• Orders written.....	46,163
• Administrative penalties levied.....	154
• Injury rate.....	3.1
• Premium income.....	\$1.3 billion
• Investment income.....	\$871 million
• Assets under management (fair value)...	\$12.1 billion
• Accident Fund liabilities (including reserves)	\$9.1 billion
• Annual claims costs.....	\$1.13 billion
• Workplaces in BC.....	500,000
• Average premium for 2006 (aggregate base rate per \$100 assessable payroll)	\$1.90
• Average premium for 2007 (aggregate base rate per \$100 assessable payroll)	\$1.69
• Average premium for 2008 (aggregate base rate per \$100 assessable payroll)	\$1.56

Coverage

- 93% of the employed labour force
- Benefit Rate: 90% Net average earnings
- No waiting period (benefits from day following day of injury)
- Canadian Average: 81% (69% Ont., 87% Alberta)
- NS, PEI, NB have waiting periods of 2/5 a week to 3 days; US typical state has 3 day waiting period

“He was given a harness, but most of the older employees didn't wear a harness and he had asked one of them why? They told him that the harness slows you down from climbing the ladder with all the shingles you had to carry up to the roof and it affected your overall performance and if they finished at a job site earlier than expected they were able to have rest time for it was all contract work and they were paid hourly by the company. So he took in the advice and slowly he didn't find any use for the harness for now he was carrying double of what the older employees were carrying and this in turn opened the way for a new promotion.”

Strategic Plan Alignment

“...as champion of workplace health and safety, WorkSafeBC must and will be the catalyst to change societal attitudes so that injuries are no longer regarded as an acceptable part of the cost of production in any industry. Raising awareness, changing attitudes, and changing behaviours is a multi-year commitment to the workers and employers of British Columbia.”

Workers' Compensation in 2010 and Beyond:

Strategic Plan

pg. 10

Strategic Plan Alignment

- *“Our principal focus is WorkSafe™ – the promotion of healthy and safe workplaces through enforcement, consultation and education.”*
- *WorkSafeBC is most effective when it is dedicated to the WorkSafe™ initiative, facilitating the co-operation of workers and employers in preventing workplaces injuries, diseases and fatalities.”*
- *Societal and cultural change is essential in creating a culture of health and safety in the workplace and we play a principal role in effecting this change.”*

*Workers' Compensation in 2010 and Beyond:
Strategic Plan
pg. 1*

What is Social Marketing?

“The use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behaviour for the benefit of individuals, groups or society as a whole.”

- » Kotler, P., Roberto, E. & Lee, N. (2002)
- » Social Marketing: Improving the Quality of Life,
Thousand Oaks: Sage.

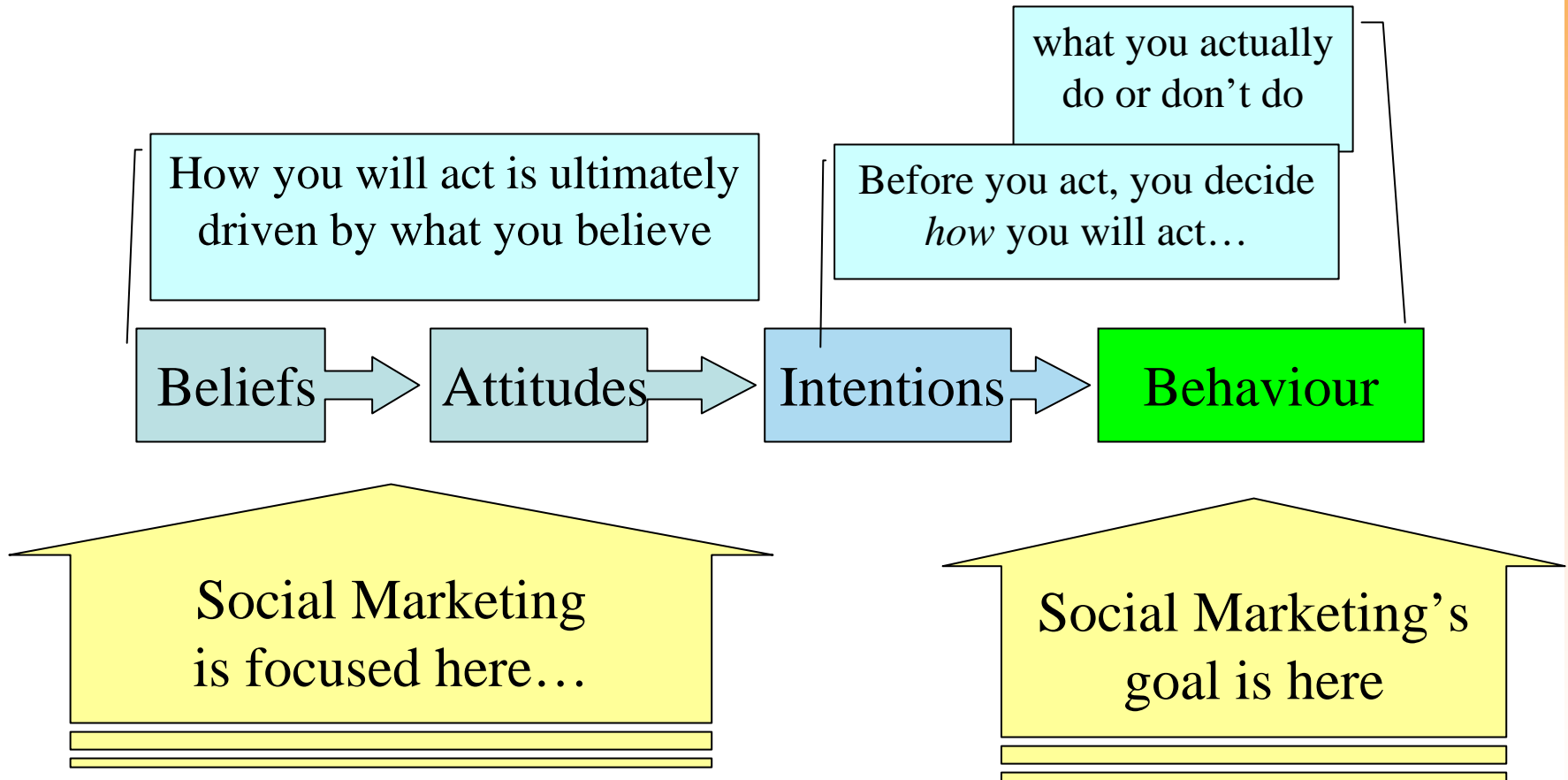
Social Marketing is *not*

- Just an ad campaign
- Simply a way to improve reputation
- Only a substitute for real action
- A one-shot effort
- A replacement for other programs and initiatives

How is Social Marketing different than Commercial Marketing?

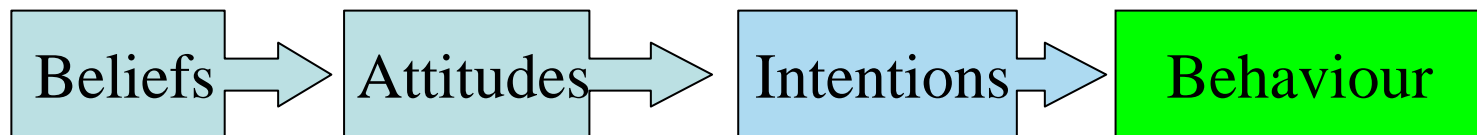
- “Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society.”
 - » Kotler and Andreasen

From Belief to Action



Role of Communications

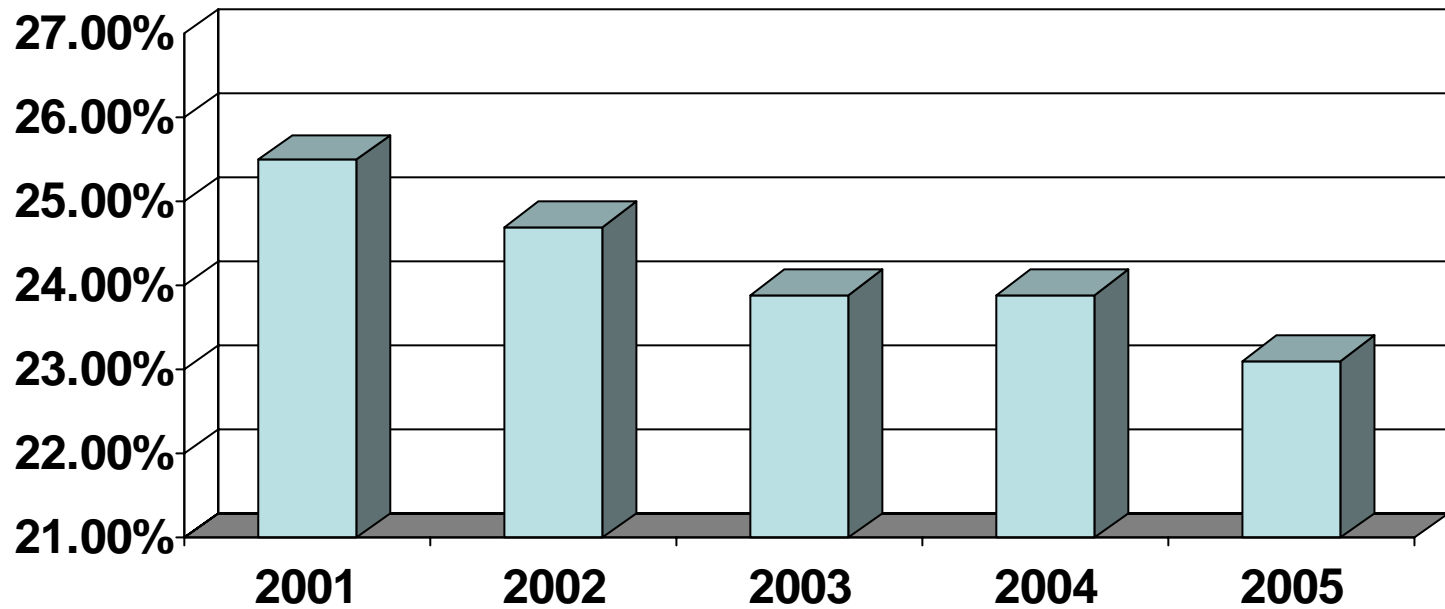
Raise awareness of the problem
Build an emotional connection
Reinforce the seriousness of the problem
Demonstrate consequences on people's lives
Identify specific actions for people to take
Drive people to information sources
Maintain awareness of the issues



Lessons learned to date

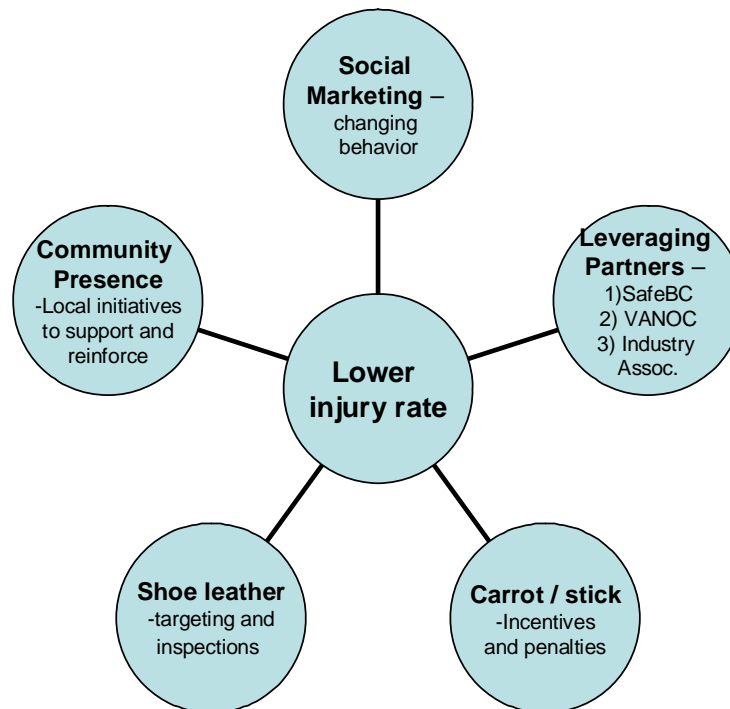
- What we've been doing has helped, but we have not yet done enough to make a lasting difference
- This is about shared responsibility
- Workplace injuries, illnesses, diseases and fatalities have to be seen as unacceptable
- We need to convince British Columbians that there is a real problem that can be solved
- We need to engage our audiences on an emotional level, so that we can convince them that they are the solution
- We need to keep reminding them of the problem and solutions over the long term

Back Strain...A Success Story



Back strain claims as a % of total STD claims

Injury reduction strategy – a multi-pronged exercise



Campaigns

- Communications campaigns are co-ordinated with Prevention's high risk strategy
- Examples of recent campaigns include:
 - Young worker video series
 - Young worker speaker program
 - Parades
 - Slow Down...my daddy/mommy works here
 - Soft tissue back injuries
 - Day of Mourning
 - Investigations

Slow Down Campaign

**SLOW
DOWN** Our mommy
works here.



 **Kiewit**

WORK SAFE BC

WORKING TO MAKE A DIFFERENCE

**SLOW
DOWN** Our daddy
works here.



Division of Laidlaw Canada Inc.

WORK SAFE BC

WORKING TO MAKE A DIFFERENCE

WORK SAFE BC

WORKING TO MAKE A DIFFERENCE

Community Relations...



Community Relations...



“We were never told to work safely. Only to get the job done ... efficiently. Any extra cost such as proper masks to cover your mouth from the cement dust or gloves had to come out of our own pocket and weren't supplied to us. It was very much a job where you had to look out for number one because nobody else cared.”

Why Young Workers?

- Our most vulnerable workers
- Huge skills shortage in BC will be largely filled by young workers in the coming years
- Young workers have the potential to be our safest workers over time
- Young workers are ready to learn
- Young workers have ready access to information sources

Young Worker Statistics

- There are about 350,000 young workers in BC = about 14% of the workforce
- Every working day, 38 young workers are injured
- Every week, 6 young workers are permanently disabled
- In 2006, 9 young workers lost their lives
- 50% of young worker injuries occur within the first 6 months on the job

Young Worker Characteristics

- Recent research confirms:
 - Need shock value to cut through the information clutter
 - Want to see consequences of a workplace incident
 - Will not turn down a job to be safe. They need the money
 - Creative executions that have been tested are seen to be engaging and will cause youth to think
 - Will go to a website if incented to do so
 - Surprised at how many young workers get hurt
 - Want to see testimonials

- Campaign featured youth-oriented radio, washroom posters/wild postings, new youth website
- Hard-hitting and demonstrates consequences
- Campaign began June 5 and continued through to early September
- Campaign was tested and found to be effective

DEMAND SAFETY

[Home](#)
[True Stories](#)
[Know Your Rights](#)
[Speak Up](#)

[Who's Responsible?](#)
[The Numbers](#)
[Ads + Downloads](#)
[Play It Safe \(Game\)](#)

[The Contest](#)
[Q & A](#)
[Links](#)



LAST YEAR, OVER 150 YOUNG WORKERS IN BC WERE SERIOUSLY INJURED FOR A PAYCHEQUE.

Workplace injuries have become an all too common reality for workers under 25 in BC. You probably know someone who's been injured at work or have a friend who does. Every day, in every type of industry, 38 more young workers get injured on the job. It can happen to anyone. Don't let it happen to you. Know your rights. Ask for training. Demand safety. After all, how much are your hands worth to you?

TRUE STORIES



WHO'S RESPONSIBLE?



Take the
rights and

THE NUMBERS

Sales and service jobs account for the most injuries in BC. Is your job as safe as you think it is?

DEMAND SAFETY

[Home](#)
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[Links](#)



Requires Windows Media Player

True Stories require the free Windows Media Player from Microsoft.

[DOWNLOAD NOW](#) 

Streaming video requires Java plugin

To view True Stories in streaming video requires Java installed and enabled.

TRUE STORIES



If you're like most people, you probably don't think a workplace accident could really happen to you. Neither did the four people featured here. Watch their stories. You'll never look at your job the same way again.

VIEWER DISCRETION IS ADVISED



Michael's Story

As he was pulled into the sawmill crusher, the only thing Michael feared was being alive when it went through his head.

 [view](#) in Windows Media
 [view](#) streaming video



Nick's Story

After being paralyzed from the waist down in a forklift accident, Nick woke up to every guy's worst nightmare.

 [view](#) in Windows Media
 [view](#) streaming video

What the research told us...

- More than 37,000 unique visits to demandsafety.ca website
- Nearly 660,000 total page hits
- More than 3000 health and safety contest entries
- *Top downloaded pages:* (home page excluded):
 - Videos of injured workers
 - Contest
 - Numbers of young workers hurt
 - Ads and downloads
 - Play it Safe Video Game
 - Know your rights
 - Questions to ask
- *Gender breakdown* was 58% male/42% female

Youth Trends

- Youth see through hype - they have been marketed to their whole lives
 - Messages need to be authentic and real
 - They want to be respected
- Opportunity to tap into youth's passion for activism
 - “It's cool to care about something”
- Optimistic or empowering messages appear to work better than pessimistic messages
 - Think Adidas's “Impossible is nothing”
- Want to be involved – in shaping messaging, making a difference, sharing stories

2007 Young Worker Campaign Objectives

- Shift campaign focus from awareness to engagement and action
 - Move attitudes away from the belief that workplace injury is inevitable
 - Help to move workplace safety in BC along the Social Marketing Continuum from awareness to behaviour change
- Build an active young worker database to
 - Interact directly with young workers to get feedback, input and start to create community
 - Communicate directly with young workers about workplace safety

Young Worker Strategic Direction

- Engage youth to pledge to take accountability for the first step to being safe on the job: asking the right questions
- Create an environment in BC where it is easy and acceptable for young workers to raise questions at work to stay safe
- Target Audience:
 - Young workers aged 18 - 25

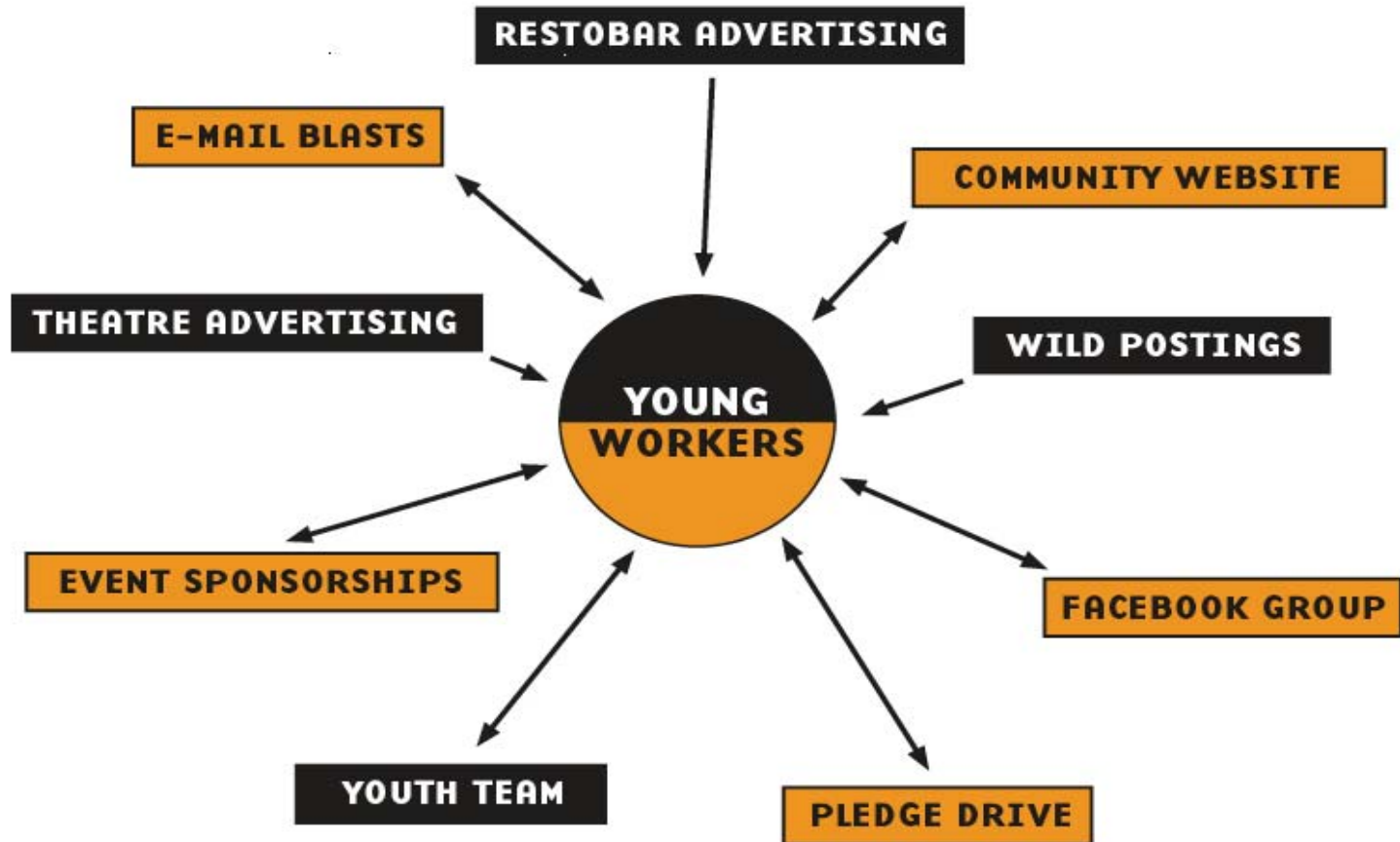
Why not “Shock and Awe”?

- Shock tactics may be good for getting initial attention, but lose impact over time
- Shock tactics have good ‘entertainment value’ but are not necessarily effective at changing behaviour
- Successful youth campaigns tap into youth’s activism rather than by trying to shock them

Why Not Traditional Media?

- Surround youth where they gather
 - Online
 - At festivals, clubs, concerts
 - On campuses
- More cost effective than traditional media
- Opportunity for two way dialogue
 - Whether online or on street
 - Opportunity for young workers to contribute their own stories
 - Youth like to feel like they have had a part in developing the campaign
- Flexibility to easily adapt campaign based on feedback
- Youth are enthralled with community based websites – such as Facebook and YouTube

Surround Young Workers



Key Campaign Tactics

- Intrigue young workers by placing teaser messages in places they frequent
 - raiseyourhand.com powerwashed stencils
 - Restobar Ads
 - Wild Postings
- Engage young workers by inviting them to commit to do their part to keep the workplace safe
 - Youth Team and Pledge Drive at:
 - Popular youth oriented locations and events throughout BC
 - Campuses
 - Youth Employment Centres
- Build a community of young workers at raiseyourhand.com by inviting them to submit their stories of:
 - Workplace accidents
 - Workplace near misses
 - Times they have spoken up at work
- Educate young workers by providing an online hub where they can get more information about workplace safety

Budget and Timing

- Budget:
 - \$650,000 -- \$700,000
- Timing:
 - April 30th – October 14th, 2007
 - Consider a fall/winter sustaining campaign to maintain visibility between peak summer activity periods





CUSTOMIZE YOUR HAND

Gender: ☒ Male ☐ Female

Skin Tone: ☐ Light ☒ Medium ☐ Dark

Hand Position: ☒ Together ☐ Apart

SHARE YOUR STORY & ENTER CONTEST

Thousands of young workers are injured every year in BC. Avoid being one of them by speaking up about safety concerns before it's too late. Get some practice by raising your hand and speaking up here.

Your story will appear on our homepage for others to read and you'll be entered for a chance to win a \$5,000 bursary or other great prizes in our contest. Consider it a bonus for all your hard work.

*All fields are required.

First Name:

Last Name:

Age:

City:





Age: 21

City: Victoria

Job Title: Joiner

REPORT POST

MELANIE L.

I had to cut wedges on the table saw for work and as I cut them, one got stuck on the table saw fence. I thought I could push it through only to have the wedge slip out and my finger slide along the side of the moving table saw blade. A week or two later on the same table saw I was ripping some solid wood when it got stuck on the fence. It jammed into the blade and flew back hitting the left side of my hip chipping the bone and leaving me black and blue!

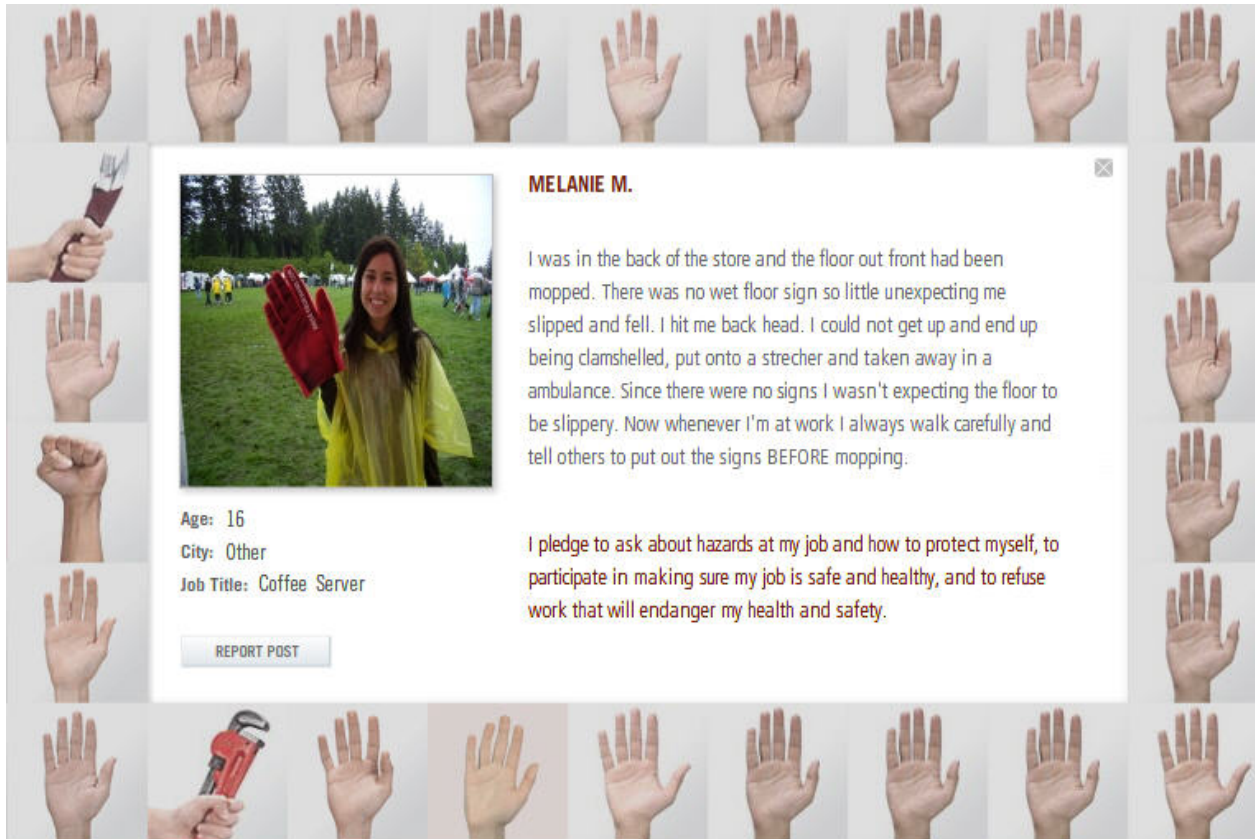
I pledge to ask about hazards at my job and how to protect myself, to participate in making sure my job is safe and healthy, and to refuse work that will endanger my health and safety.

What are we doing?


- Reaching youth where they are
 - Campaign features youth-oriented radio, washroom posters/wild postings, new youth website
- Applying research to change attitudes and beliefs with
 - Hard-hitting messages
 - Messages that demonstrate consequences

- Creating an environment where it's easy for youth to raise questions at work
- Engaging youth to take accountability for safety – shift campaign focus from awareness to engagement and action
- Build active young worker database

raiseyourhand.com



MELANIE M.



I was in the back of the store and the floor out front had been mopped. There was no wet floor sign so little unexpected me slipped and fell. I hit me back head. I could not get up and end up being clamshelled, put onto a stretcher and taken away in a ambulance. Since there were no signs I wasn't expecting the floor to be slippery. Now whenever I'm at work I always walk carefully and tell others to put out the signs BEFORE mopping.

Age: 16
City: Other
Job Title: Coffee Server

REPORT POST

I pledge to ask about hazards at my job and how to protect myself, to participate in making sure my job is safe and healthy, and to refuse work that will endanger my health and safety.



SAFETY IN FORESTRY

[Overview](#) | [Statistics](#) | [Know Your Job](#) | [Hazards](#)

- As of 2005, there were 4,000 young workers in forestry and mining.
- Young workers are involved in about 10% of workplace accidents in sawmills.
- In 2004, there were 45 serious injuries and 2 fatal accidents.
- Find out more about safety in forestry by clicking the links above.

Sample Quotes

- *I tell all of my new employees that I am not paying them enough to take a risk for our company. They must always stop and think before they enter into a potentially hazardous situation. If there is a risk of them getting injured they are instructed to stop and ask for help.*

Youth Pledge



CUSTOMIZE YOUR HAND

Gender: ☒ Male ☐ Female

Skin Tone: ☐ Light ☒ Medium ☐ Dark

Hand Position: ☒ Together ☐ Apart

SHARE YOUR STORY | ENTER CONTEST

Thousands of young workers are injured every year in BC. Avoid being one of them by speaking up about safety concerns before it's too late. Get some practice by raising your hand and speaking up here.

Your story will appear on our homepage for others to read and you'll be entered for a chance to win a \$5,000 bursary or other **great prizes** in our contest. Consider it a bonus for all your hard work.

*All fields are required.

First Name:

Last Name:

Age:

City:

Email:

Confirm Email:

Profile Image:

Share Your Story

Know someone who's been injured at work? Been injured yourself? Or had a close call? Tell us about it here. If you're at a loss for something to say, just tell us why having a safe job is important to you.

Disclaimer: Please speak your mind, but keep it constructive. Inappropriate content will result in your story and contest entry being deleted.

Industry:

Job Title:

Share a story or thought about work safety here

I pledge to ask about hazards at my job and how to protect myself, to participate in making sure my job is safe and healthy, and to refuse work that will endanger my health and safety.

☐ I have read and agree to the [rules](#) and [privacy policy](#).

☐ I want to receive email updates and news from [WorkSafeBC](#).

*Once you hit submit, you'll be sent an email. You must click the link in the email to confirm your submission and have it posted to the live site.

WORK SAFE BC

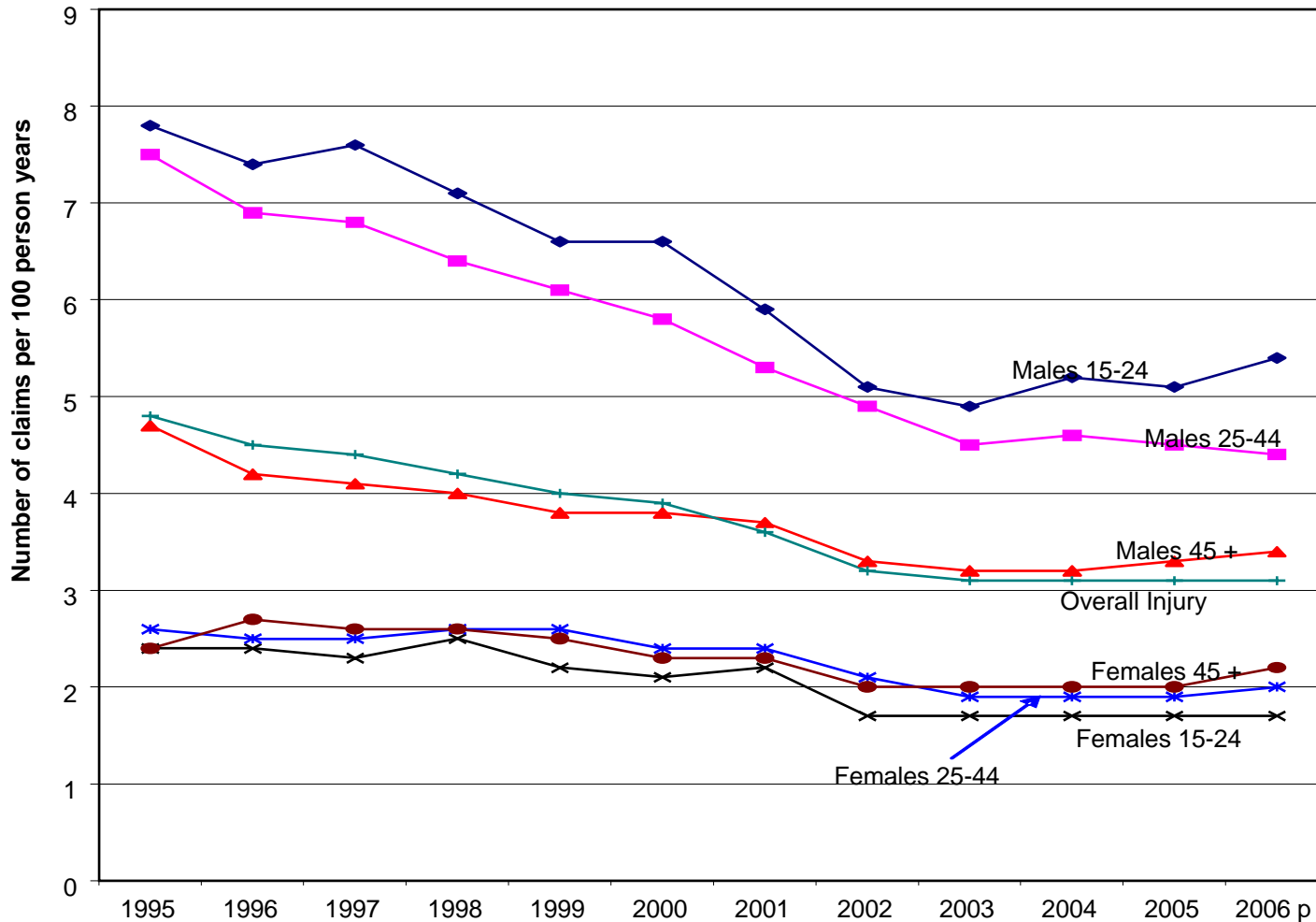
WORKING TO MAKE A DIFFERENCE

ions

Measures of Success

- Youth worker engagement
 - Number of pledges to speak up for safety on the job
 - Number of young worker stories submitted
 - Increase in young worker database
- Reach of messaging
 - Website traffic
 - Media stories and attention around the campaign
- Ultimately, a decline in the number of young worker accidents
- Employer support for changing attitudes to asking questions at work
 - Number of employers and schools who post Raise your Hands material

Estimated Injury Rates, 1995-2006, by Age-gender Group



The "number of claims" are those that received short-term disability, long-term disability or survivor benefits either in the year of injury or in the first quarter of the year following the year of injury.

Because of the way employment data from Statistics Canada and WCB person years are combined, person years by age gender groups are approximate.

Worker survives excavator rollover



Officer investigation slideshows

Videos

Categories

Channels

Community



powered by **Google**

The Collectors



[Save](#) [Add to Playlists](#) [Share](#) [Report](#)

Rate: ★★★★★

We post on YouTube, Google Video, and i-Tunes

A dirty job made safer. See how automated garbage collection reduces injuries.

[more info](#)

Embed

<object width="425" height="350"><param name="movie"

[customize this embed](#)

Return to the [old page](#). Got feedback? [Let us know!](#)



DIRECTOR

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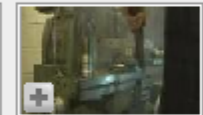
[WorkSafeBC](#)



[Tips on Back Care](#)
01:14



[Fall Protection](#)
11:42



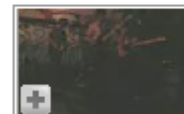
[Know Safety \(1st Place\)](#)
01:05

[\(see all of WorkSafeBC's videos\)](#)

Related Videos



["The Collector" Live @ ...](#)
03:35



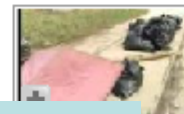
[The Collectors - Song 3](#)
02:50



[Heil Rapid Rail Co Coll...](#)
08:07



[venue](#)



[vietnamese](#)

Promoted Videos



WorkSafe Update

Your source of information about workplace health & safety

Saw blades:
Use a guard,
save your fingers.

PLAY ►

Bruce Jackson
WorkSafeBC Occupational Safety Officer

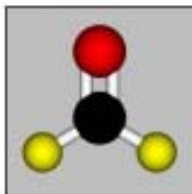
Guarding for woodworking

Effective point-of-operation safeguarding and safe work practices can help to prevent serious injuries when using table and panel saws. (4 min 40 s)

**Public hearings: Amendments to the Occupational Health and Safety Regulation**

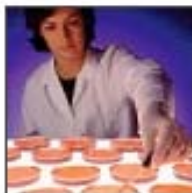
Written submissions accepted until 4:30 p.m., June 29, 2007

WorkSafeBC's Board of Directors invites your feedback on proposed amendments to: Part 3 (relating to first aid); Part 4, General Conditions; Part 6, Substance Specific Requirements; Part 11, Fall Protection; Part 13, Ladders, Scaffolds and Temporary Work Platforms; Part 14, Cranes and Hoists; Part 26, Forestry Operations; and Part 30, Laboratories.

**Discussion paper: Occupational exposure limit for formaldehyde**

Stakeholder comments accepted until 4:30 p.m., June 29, 2007

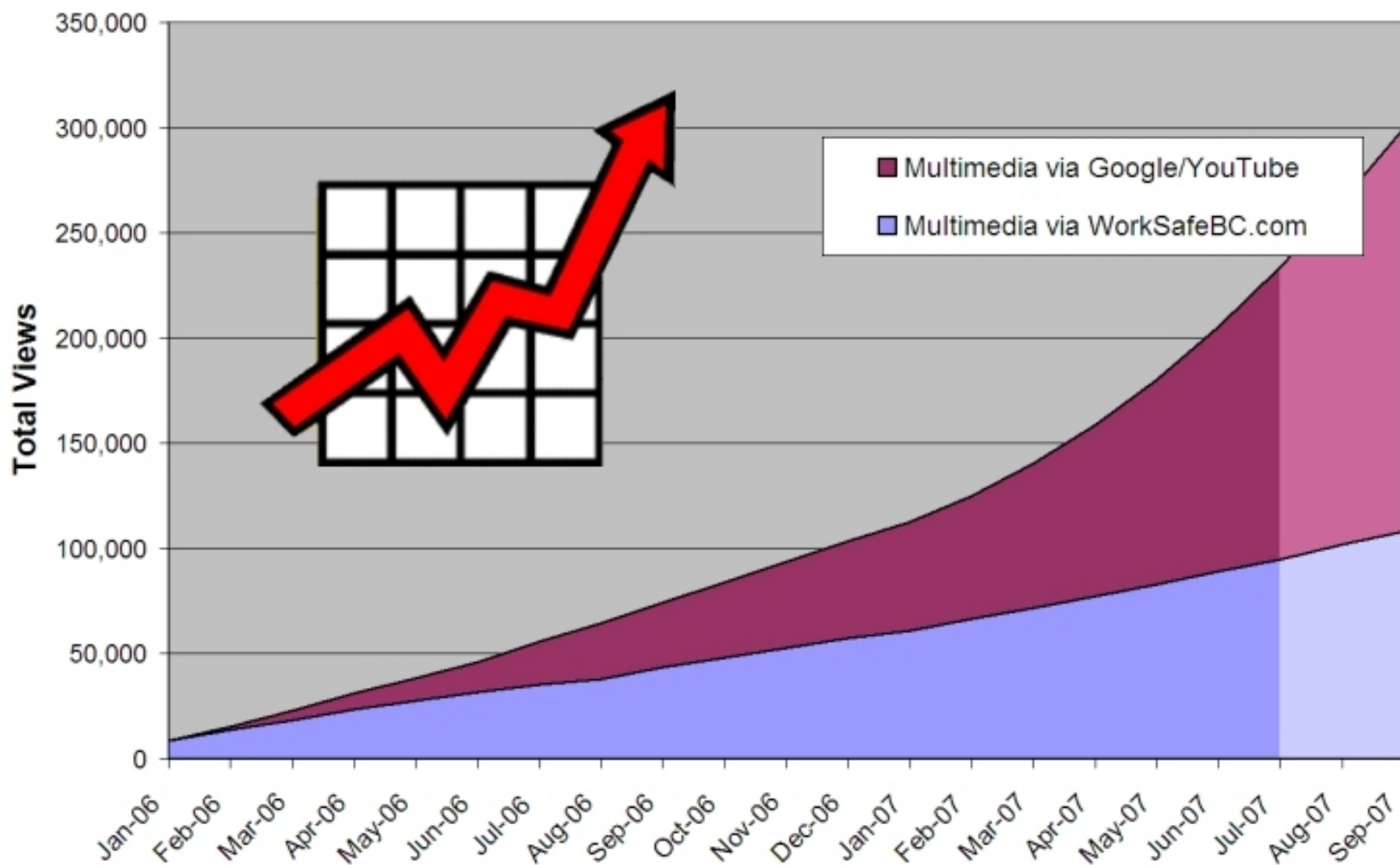
At issue is whether to keep the occupational exposure limit ("OEL") established in WorkSafeBC Policy R5.48-1, or adopt the threshold limit value set by American Conference of Governmental Industrial Hygienists (ACGIH).

**Discussion paper: Amendments to policy on preventive measures for infectious diseases**

Stakeholder comments accepted until June 8, 2007

At issue is how to ensure that appropriate compensation is provided to workers exposed to infectious diseases and to clarify the process so it can be implemented in practice.

Projected Multimedia Viewings to Sep 2007



We recently viewed the "Falls" video with our construction staff.

Most rolled their eyes or said that they had "seen them all" when I told them that we were going to view a video from WorkSafe BC.

The "Falls" story is a tragic yet poignant reminder of how easy it is to get hurt, or in this case, lose your life....

When the video ended, there was silence in the room (which never happens with a dozen young men).

They all expressed that they valued this video and "got the message".

They in fact, asked that we continue to provide these reminders with respect to personal safety.

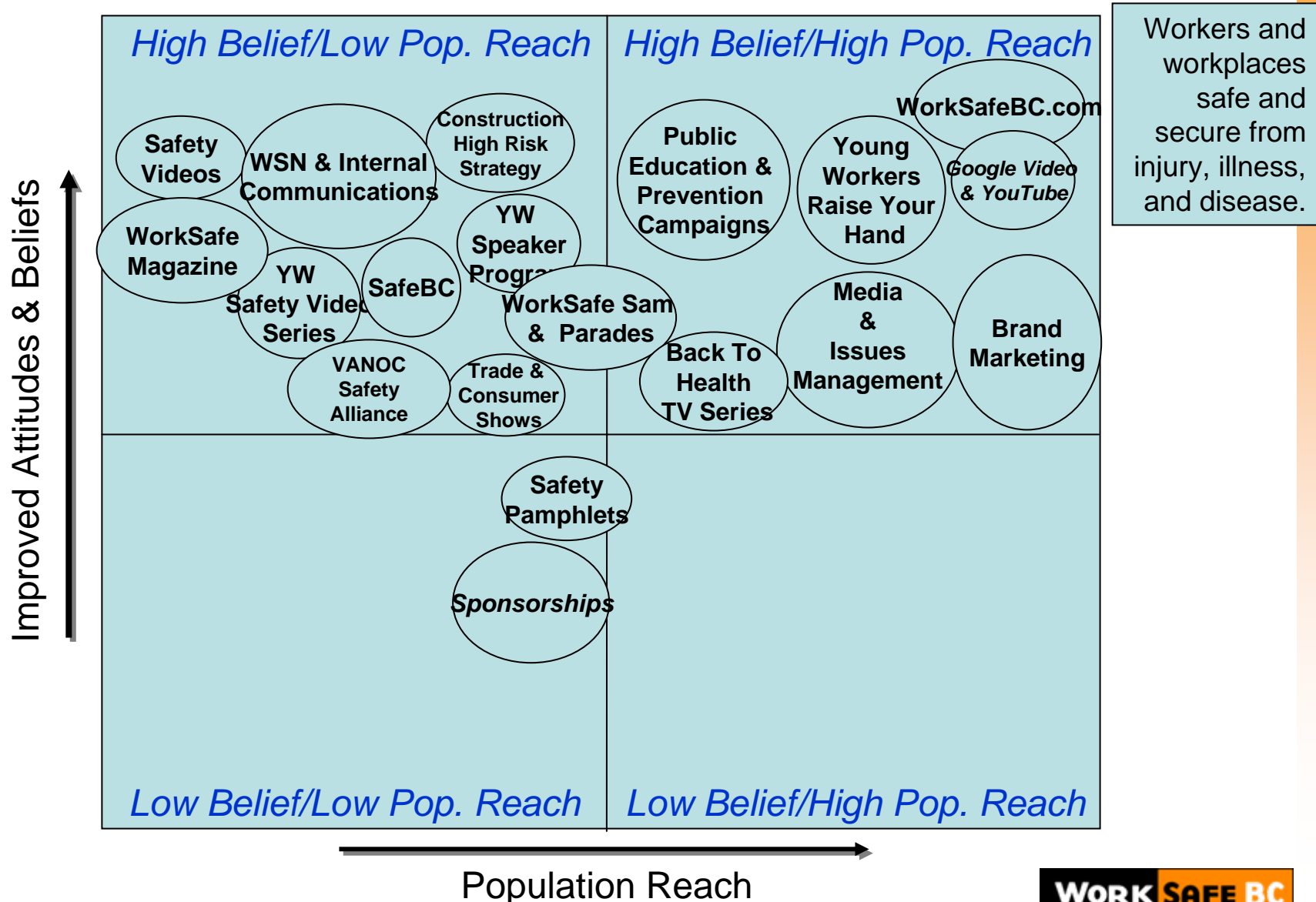
Thank you and keep them coming!

-- Ruth Layne, Abstract Developments Inc.

What else...

- Focus on high risk industries/young worker speakers network/events
- Sharing of WorkSafe™ brand with other agencies including Alberta, New Brunswick, Saskatchewan and Alberta

Communications Initiatives



Recent Survey Highlights

- 87% believe WorkSafeBC makes a positive contribution to BC

Recent Survey Highlights

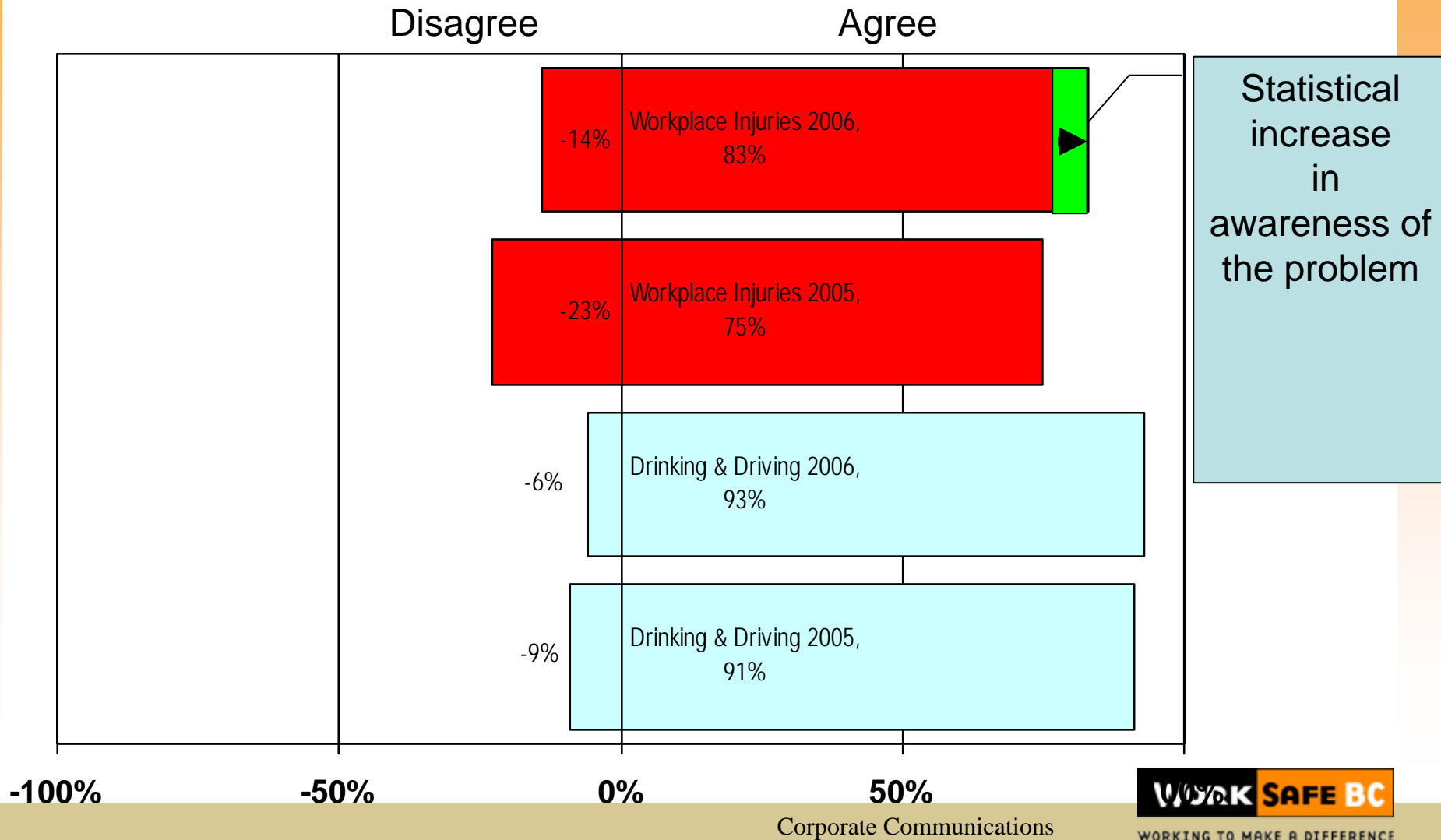
- 87% believe WorkSafeBC makes a positive contribution to BC
- Top reasons: *promotes safety, enforces regulations, provides education and awareness of workplace safety, safety advertising, protects workers' rights, assists injured workers*

Recent Survey Highlights

- 87% of those surveyed are aware WorkSafeBC is responsible for promoting the prevention of workplace injury, illness and disease
- 78% believe WorkSafeBC is doing a good job of promoting prevention
- 30% receive their information about WorkSafeBC from the media

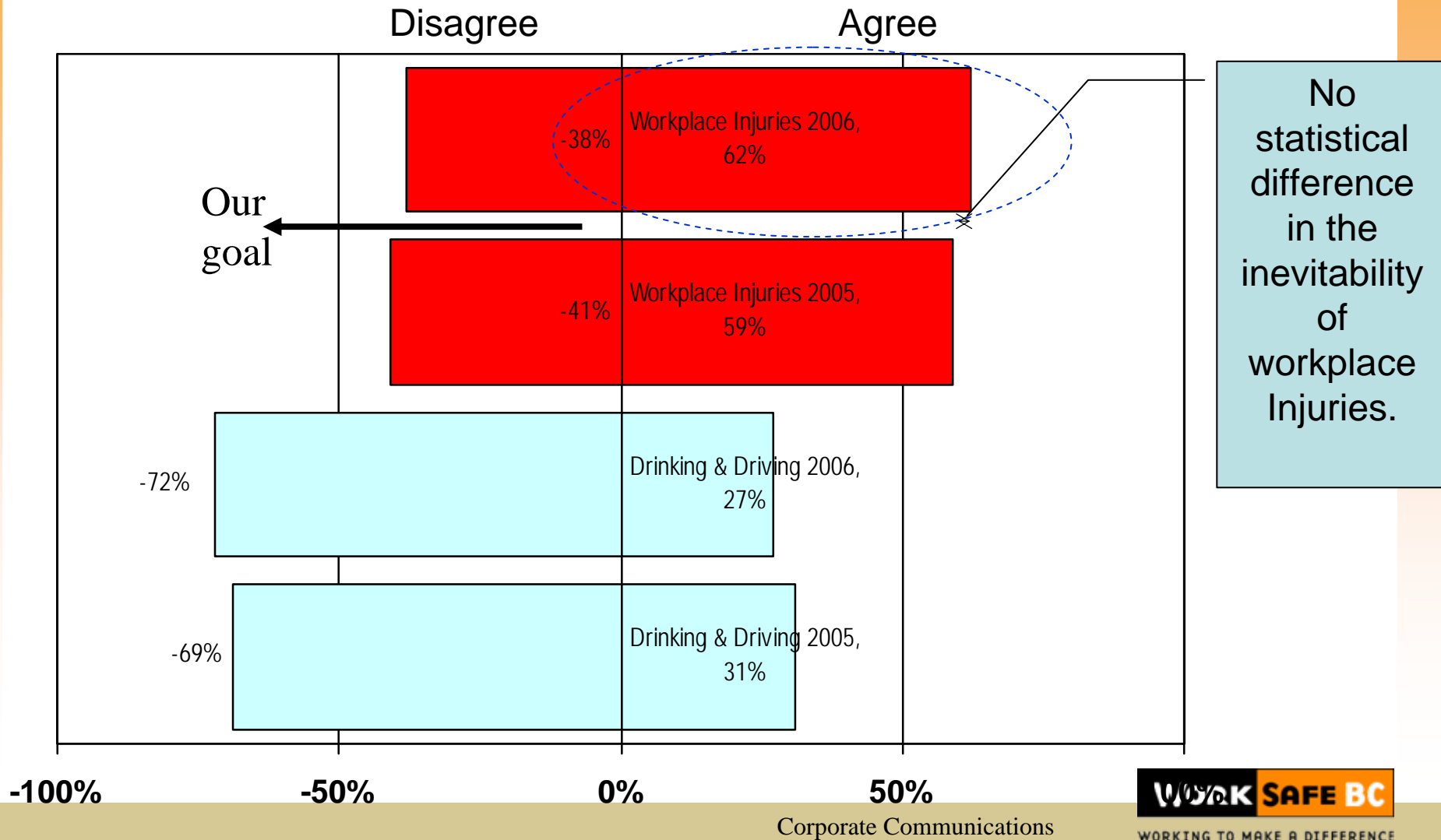
Drinking and Driving vs. Workplace

Accidents and injuries: a serious problem



Drinking and Driving vs. Workplace

Injuries arising from are an inevitable part of life



Research

A Systematic Review of the Effectiveness and Cost-effectiveness of Social Marketing Campaigns in Occupational Injury Prevention

- The objectives of this research are to conduct a review of high quality evidence of both the effectiveness and cost-effectiveness of social marketing interventions in the occupational injury prevention. The outcome will be added value in clarifying the appropriate level and durations of social marketing expenditures aimed at changing attitudes, beliefs, and behaviours in the area of workplace safety and occupational health.
 - Principal Investigator: Cameron A. Mustard (Institute for Work & Health, Toronto, Ontario)
 - Funding Awarded:\$92,000
 - Year Funded:2005

Research

Assessing Attitudes, Beliefs and Readiness for MSI Prevention in the Construction Industry

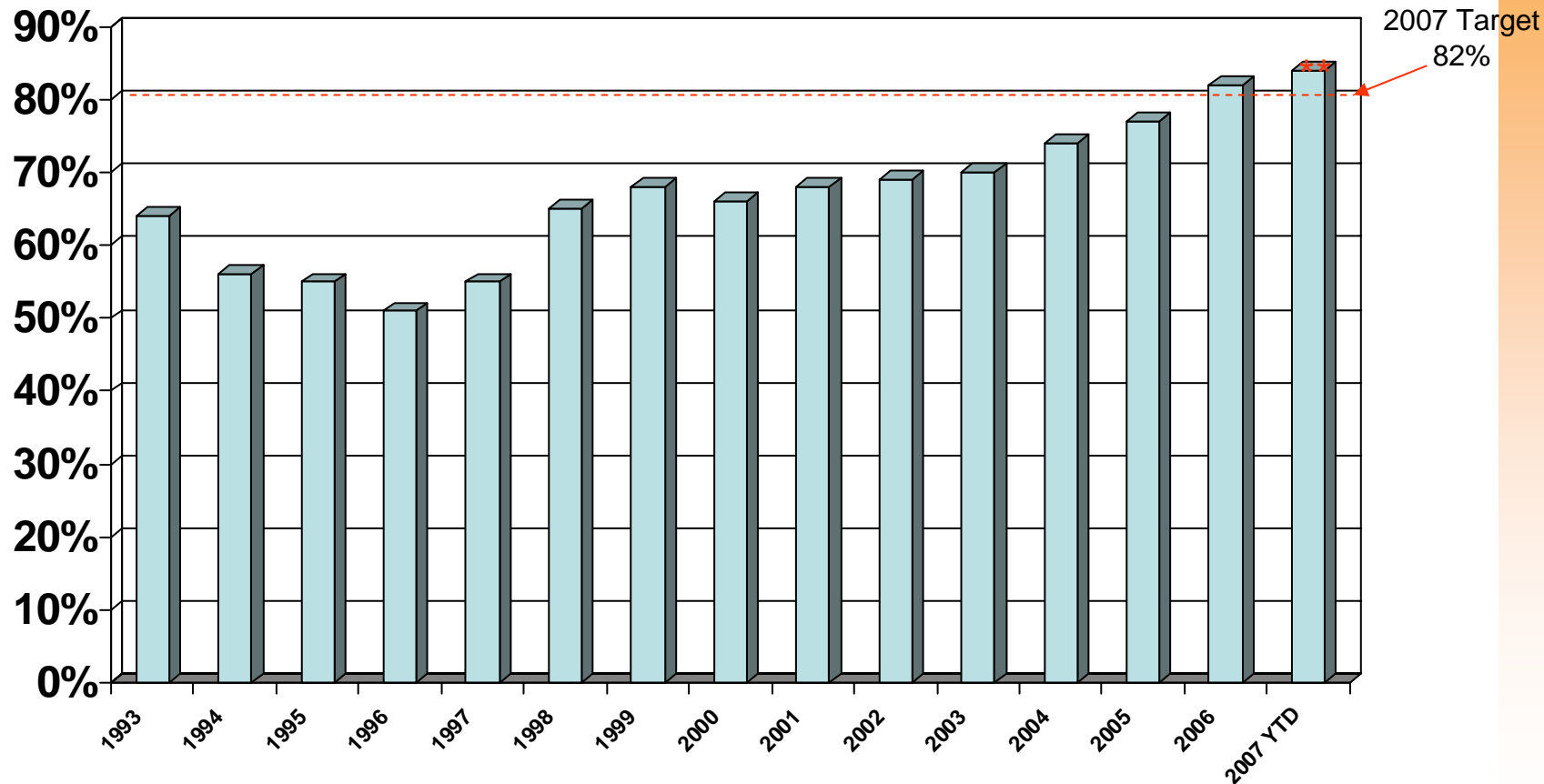
- This research will develop a questionnaire tool for determining the attitudes and beliefs of workers and supervisors with respect to preventing musculoskeletal injuries in the construction industry. The main outcome will be recommendations — based on an analysis of the questionnaire results — for the most cost-effective resources to reduce these injuries.
 - Principal Investigators: Aleck Ostry and Mieke Koehoorn (University of British Columbia)
 - Co-investigator: Judy Village (University of British Columbia)
 - Funding Awarded: \$56,000
 - Year Funded: 2005

Research

Using Social Marketing to Increase Occupational Health and Safety

- This research will examine components of communication materials from social marketing campaigns on occupational health and safety aimed at young male workers in North America. It will also examine the attitudes of this target group toward these communication materials. The analysis conducted will be helpful for developing future social marketing campaigns that can persuade young male workers to consistently engage in safer behaviour at work.
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 - Funding Awarded:\$98,750
 - Year Funded:2005

Reputation



* From 1993 – 1997 the survey was taken only once/year

** 2007 total is the average of March & June surveys

“The moral of this story is that although it might seem like you are able to do anything make sure you follow proper procedure and if it doesn't feel safe talk to your employer even if it makes you feel or look incompetent at least you will walk away alive.”

Communications Wisdom

*‘If you listen to the whispers,
you won’t have to listen to the
screams.’*

Cherokee Proverb

Final thoughts

- Long-term vision required
- Seek the best opportunities to make a difference -- data collection
- Don't be discouraged
- Measure changes and adjust tactics as needed